Digital Podcast Show Notes

Episode 24 with guest Stuart Rance

**Hosts: Barclay Rae, Ian Aitchison,**

**Guest:** Stuart Rance

**Greetings section**, Ian and Barclay chat about…

Puppies. And how looking at pictures of pets has been proven to help people concentrate.

Welcome to Stuart Rance - in his words…. IT hardware engineer, moved to support, to service management, then ITIL then teaching, writing, consulting and more.

**<mainbit> (very shortened and summarised)**

ESM was tool vendors only for a long time, but then turned into internal digital transformation. Now seeing ‘An Incident’ being described as ‘a deviation from a business process’. We’re no longer doing ITSM, we’re running a business. Done some work recently with incidents and problems around lorries and warehouses. Lorry incidents are business incidents even if IT is not involved.

The tool matters, but it’s not about the tool.

BR: Story about aggregates company and flow of work with shipping is the same as work flow. Is ESM about how organisations work?

SR: it’s about understanding the value stream out to a paying customer. Its how you run a business.

IA: Do you see it starting in IT?

SR : Yes, I still do.

BR: Who would you contact to sell ESM?

SR: Probably the COO. But be careful, where you see a call center using different tools.

IA: Is a customer support call center part of ESM?

SR: should be, but often isn’t. In time it will converge.

IA; Not sure, they are different.

BR: Call center is quite a fixed scope. Also it’s about different types of work.

SR: yes, some IT issues are very complex and hard to solve. See Standard and Case model. <story about badge entry making a simple situation more complicated>. You have to allow for the ‘case’ model where it is unstructured.

BR: like case work. What does industry need to do to progress?

SR: Recognizing that servicemanagement is more than ITIL and learn from other operations that do things well. And then robotics and automation. Need to get more automated but retain the human element. Service Management is about creating value with other people.

BR: What are we not doing at the moment that we should be?

SR: Collaboration. Other people know alot more than us. Learn from others.

BR: Do things with people not to people.

SR: Talk to your teams.

SR: how to kill collaboration : give everyone a personal goal. Don’t make metrics the targets for people and things. Give people shared goals.

SR : <story about how salary increases can be damaging>

BR: Should ITIL embrace ESM?

SR: ITIL’s history is IT, the future is Service Management

**Endbit**

Stuart’s recommended tipple… **Single Malt Whisky from Islay, Laphroaig or Lagavulin**

**Key Lessons from Stuart**

1 - Do things with people not to people.

2 - Service Management is about creating value with other people.

3 - ITIL’s history is IT, the future is Service Management

4 - We’re no longer doing ITSM, we’re running a business

**Useful Links**

Stuart on Twitter: <https://twitter.com/stuartrance>

Stuart on Linked In: <https://www.linkedin.com/in/stuartrance>

This was a colourful interview from a few years ago: <https://www.youtube.com/watch?v=m8Ly477GewU>

**Bar Bio**

Stuart is an IT service management and information security consultant, author & trainer. Also the owner of Optimal Service Management Ltd, and his pronouns are He/him. He’s wise and thoughtful in all areas except for ‘dress’, where he insists on wearing the most extraordinary garish primary colour combinations. He might be colour blind, or perhaps he’s just drunk too much of his favourite drink… a single malt whisky.